



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

MAY 9, 2018 – NOON

DART Central Station, Multimodal Room
620 Cherry Street, Des Moines, Iowa

TRAC Members Present:

Teresa Volcheck (Chair, via phone) Mark Hutchens (Vice Chair), Randy Henriksen, Hayley Anderson, Allen Root, Emmanuel Smith (via phone)

TRAC Members Absent:

Brenda Gill, Richard Sadler, Pilar Tromacek, Mary Walter, Pam Goehring, Michele Meadors, Denise Jones

TRAC Staff Present:

Catlin Curry, Melissa Fuller, Erin Hockman, Luke Lester, Louis Montoya, Madi Linkenmeyer, Carl Saxon, Rachel Simon

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Vice Chair, Mark Hutchens at 12:00 PM.
Roll call was taken and a quorum was not met.

B. APPROVAL OF MAY 10, JULY 12, SEPTEMBER 13 AND NOVEMBER 8, 2017, JANUARY 10, MARCH 14, 2018 MINUTES

Could not approve minutes due to no quorum.

C. ACTION ITEMS

None.

D. DISCUSSION ITEMS

1. Update on New Fareboxes – Rachel Simon

Rachel Simon, Communications Coordinator, provided an update on New Fareboxes. Staff will begin communicating upcoming fare changes to riders late April and early May. When DART installs new fareboxes in early August 2018, riders will be able to purchase a \$4 day pass on the bus and at DART Customer Service, paper transfers will be discontinued and the MyDART app passes will a QR code to scan at the farebox. Cash, tokens and printed bus passes will still be accepted.

2. Fleet Testing New Fareboxes – Luke Lester

Luke Lester, IT Manager, provided information on the Fleet Testing for New Fareboxes. DART will be conducting a mini fleet test. The new fareboxes will be installed on 30 buses and will begin June 18, 2018.

3. Summer Events & Holiday Service

i. Memorial Day, Independence Day – Rachel Simon

Rachel Simon, Communications Coordinator, shared with the committee that DART bus service will not operate and administrative offices will be closed on

Memorial Day, Monday, May 28, 2018 and on Independence Day, Wednesday, July 4, 2018.

ii. Famer's Market, 80/35, Yankee Doodle Pops – Madi Linkenmeyer

Madi, Linkenmeyer, Marketing Coordinator, shared with the committee the Downtown Farmers' Market is partnering with DART to help fund and market the extension of the D-Line service on Saturday mornings. Starting May 6 through the end of October, the D-Line will run 7 a.m. to 5 p.m. on Saturdays.

She also shared that DART will be providing extended service once again for the upcoming 80/35 and Yankee Doodle Pops events.

4. Marketing Campaign – Madi Linkenmeyer

Madi, Linkenmeyer, Marketing Coordinator, shared a new marketing campaign that has recently been launched, targeting millennials in the Greater Des Moines region. Advertising placement includes the downtown skywalks, 3rd and Court District street banners, exterior bus ads as well as social media.

5. August Service Changes – Luis Montoya

Luis Montoya, Planning Manager, provided an update on the August Service Changes. The DART Board of Commissioners voted to approve proposed service changes scheduled for August 2018. These changes include:

- Creation of a new crosstown route in north Des Moines along Euclid and Douglas Avenues.
- Minor route modifications to Local Route 10 to expand coverage in Des Moines to serve Iowa Lutheran Hospital and businesses near NE 12th Ave in Pleasant Hill.
- Schedule adjustments to school trips to match new DMPS bell times.
- Schedule changes to begin service approximately one hour earlier and provide increased mid-day frequency on most Local Routes.

E. OTHER BUSINESS

1. TRAC Goals

Catlin Curry informed the committee they will hold off until July to complete 2019 TRAC goals. DART goals will be completed by this time so the committee can align their goals accordingly.

2. TRAC Structure

Catlin Curry informed the committee the TRAC structure is currently being reviewed. DART will be discussing options with the Executive Committee to receive their feedback, direction and ultimately their approval.

F. TRAC MEMBER COMMUNICATIONS

None mentioned.

G. STAFF UPDATES

None.

H. PUBLIC COMMENT

None.

I. FUTURE AGENDA ITEMS

None.

J. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, June 5, 2018, DART Central Station
2. TRAC – Noon Wednesday, July 11, 2018, DART Central Station

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